Building an Ad Based Business
Clients...a brief list
Easier than Ever to Build a Media Co.
Accelerating Rate of Change

Change is cyclical...and happening quicker

Source: harmeyr.com/essayidif.html 2000, macworld.com, 2010
5,000

Average # of daily marketing messages per American in 2006
3,000 in 1990
1,500 in 1960

Source: “International Television and Video Almanac”
21,000

# of Global Advertisers who spend > $200k/yr
Source: “Advertising Red Book”
3.1%

Estimated growth in 2011 Revenues for US Media Companies
Source: “Magna Global”
4.3 Billion

Estimated # of exhausted IPv4 Addresses
FOLLOW THE MONEY
Agency as Sales Channel
26

Estimated Average Age of Digital Media Buyer
Dimensions of Media Value

• Scale
• Commercial Intent
• Valued Niche/Endemic

• Engagement
• Viral
The Lab’s Trends are informed by our unique view of the world.
2009 DIGITAL PEOPLE

“Humans generated more data in 2009 than in the previous 5,000 years combined.”

Facebook’s best year - %130 increase in registered users

Twitter traffic up %1,382 between Feb. 2008 and 2009
“Location is the new keyword.”

Google Maps reached more than 100 million users.

Foursquare grew by 3400% in 2011. The company logged 381,576,305 check-ins.
New platforms and technologies have unlocked the digital identity of otherwise disconnected objects.
Changing the way we shop

Mobile barcode scanning
TRIPLES on Black Friday

Paypal cites 310% increase in mobile shopping on Black Friday

73% of mobile users prefer to use their smartphones for simple tasks rather than interact with an employee.

Sources: MobileMarketer, Paypal, Accenture
Where will the money come from?

Media as a % of HH Budget is not Growing
Gamification

The use of game play mechanics for non-game applications.

Brands eager to create engagement will increasingly turn toward principles of game design and game mechanics.
The old loyalty

PROGRAM OPT-IN + FREQUENT PURCHASE = FREE STUFF
New behaviors to encourage

Location-Based + Social Advocacy + Mobile

{ + Places + stickybits + YouTube + Twitter + Facebook }

FREE STUFF
New ways to reward

- Location-Based
- Exclusive Access
- Recognition/Fame
- Virtual Goods
- Social Currency
- A Voice In Brand Decisions